

I CLAIM:

1. A method for controlling a scrolling display, said method comprising:

providing a moving scroll having a plurality of sequences of bar codes, each sequence of bar codes identifying a corresponding display on said moving scroll, each sequence of bar codes comprising a "start reading" code and an associated data code, said associated data code identifying uniquely said corresponding display;

providing a display request comprising a request for a specific display on said moving scroll of said scrolling display;

moving said moving scroll to detect a "start reading" code;

reading the data code associated to said detected "start reading" code;

providing said specific display if said associated data code is representative of said scrolling display request.

2. The method as claimed in claim 1, wherein said data code comprises at least one of a large width bar and a small width bar.
3. The method as claimed in claim 2, wherein said "start reading" code comprises a large width bar.
4. The method as claimed in claim 1, wherein each of said plurality of sequences of bar codes comprises a reference positioning code, said reference

positioning code being located at a predetermined location in said sequences of bar codes.

5. The method as claimed in claim 4, wherein said reference positioning code is a bar having a large width, further wherein said reference positioning code is the fourth bar in said sequence of bar codes, further comprising adjusting said specific display prior providing said specific display using said reference positioning code.
6. A sequence of bar codes used for uniquely identifying a corresponding display on a moving scroll of a scrolling display, said sequence of bar codes comprising:
 - a "start reading" code identifying a beginning of said sequence of bar codes; and
 - a data code associated with said "start reading" code and comprising a plurality of bar codes identifying uniquely said corresponding display, each of said plurality of bar codes and its associated said "start reading" code being spaced by a predetermined space.
7. The sequence as claimed in claim 6, wherein data code is created using a BCD coding scheme.
8. The sequence as claimed in claim 6, further comprising a reference positioning code, said reference positioning code being located at a predetermined location in said sequence of bar codes, said reference positioning code being space of neighboring code by said predetermined space.

9. The sequence as claimed in claim 7, further comprising a reference positioning code, said reference positioning code being located at a predetermined location in said sequence of bar codes, said reference positioning code being space of neighboring code by said predetermined space.
10. The sequence as claimed in claim 8, wherein said reference positioning code comprises a large width bar, further wherein said reference positioning code is the fourth bar in said sequence of bar codes.
11. The sequence as claimed in claim 9, wherein said reference positioning code comprises a large width bar, further wherein said reference positioning code is the fourth bar in said sequence of bar codes.